

RJ REYNOLDS

TOBACCO COMPANY

March 21, 1996

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

RJR Account #305616
Seaway Distributors

MONARCH .30¢ OFF 1 PACK (#600105) DISTRIBUTOR PROGRAM

We have ordered 3 SKUs of shipper displays (item #502994) for the above program.
Displays will arrive April 1, 1996.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Amy

A. McPartlan
Systems Coordinator

/am

cc: K. Myers

DPCLTMON.DOC

COPY

51859 6337

**USE THIS FORM AS MASTER AND COMPLETE FOR ALL PARTICIPATING DIRECT ACCTS
APRIL 1996 MONARCH DPC PRODUCT / DISPLAY ORDER FORM
Distributor Promotion Coverage**

MONARCH .30¢ Off 1-Pack / #600361

Please complete and return this form to the ROU by no later than
APRIL 12, 1996

K.L. Myers
MGR's NAME

**REGION ALLOCATION: 422 SKUs
ALLOCATION
(Item #502994)
PACKED 5 DISPLAYS / SKU**

ROU: SEND (✓) X Do NOT SEND (✓)

CUSTOMER LETTERS TO PARTICIPATING ACCOUNTS

I WILL NEED THE FOLLOWING PRODUCT / DISPLAYS ORDERED TO THE LISTED
DIRECT ACCOUNT(S):

SEAWAY DIST. 305616 3
DIRECT ACCOUNT SIS # No./ SKUS (#502994)

✓ PRODUCT ARRIVAL DATE: N/A (MGR. FILL IN)

6075-0941

MONARCH BRAND STYLES / NUMBER OF CASES NEEDED

FF 12M	FF 100 12M	FF MN 12M	FFM 100 12M	Lt 12M	Lt 100 12M	Lt MN 12M	LTM1 00 12M	ULT LT 12M	U LT 100 12M	FF Box 12M	Lt Box 12M	MEN Box 6M	MEN L BX 6M	NON- FIL 12M

NORMAN'S WHLS. 468600 2
DIRECT ACCOUNT SIS # No./ SKUS (#502994)

✓ PRODUCT ARRIVAL DATE: N/A (MGR. FILL IN)

MONARCH BRAND STYLES / NUMBER OF CASES NEEDED

FF 12M	FF 100 12M	FF MN 12M	FFM 100 12M	LT 12M	LT 100 12M	LT MN 12M	LTM1 00 12M	ULT LT 12M	U LT 100 12M	FF Box 12M	LT Box 12M	MEN Box 6M	MEN L Bx 6M	NON- FIL 12M

*6075-0912
4/11/96*

MAIL / FAX THIS FORM TO ROU, ATTN: JUDY
1/96

51859 6338